

**Virginia Litter Control & Recycling Fund Advisory Board
Draft Minutes
June 1, 2005**

Board Members

Rosemary Byrne, Vice-Chair
Aimee Hadfield
George Hunnicutt
Dennis Gallagher, Chair (Absent)
Michael O'Connor (Absent)

Ms. Byrne, Vice-Chair, welcomed all present to the meeting. Sande Snead of VDOT's Public Affairs office introduced herself. Also present was Chuck Duval of VOICE.

Ms. Byrne announced there was a quorum and called the meeting to order at 10:40 a.m.

Ms. Byrne moved, and Mr. Hunnicutt seconded, for approval of the June 1, 2005 meeting agenda. MOTION CARRIED.

Mr. Hunnicutt moved, and Ms. Hadfield seconded, for approval of the minutes for the December 1, 2004, Litter Control and Recycling Fund Advisory Board meeting. MOTION CARRIED.

2005 Spring Statewide Litter Campaign Report

Sande Snead (VDOT) provided the following information on the activities of the Spring Litter Campaign. April 9-24 were the primary dates for the campaign, although it will last until June 30, 2005. VDOT developed a specific website for the campaign, with links to individual sites and activities. There were 1472 views and 312 visits to the litter web page in April, 2360 views and 1011 visits to the Adopt-a-Highway web page.

Statistics from the AAH pickup summary report shows that there were 1284 permits reporting from January 1-May 1, 2004 compared to 615 permits during the same period in 2005. Other statistics: 1753 pickups in 2004 vs 809 in 2005; 10,838 volunteers in 2004 vs 4,343 in 2005; 24,548 man-hours reported in 2004 vs 9,464 in 2005; and 25,309 bags picked up in 2004 vs 10,657 picked up in 2005.

The good news is that local coordinators and cleanup groups have been busy: Scott County mapped 125 illegal dump sites and is hiring a full-time litter control officer; Judges in Buchanan County have sent 200 probationers through its Assign-a-Highway program; 40 community groups, VDOT and city staff in Petersburg spent 1,650 hours

filling five dump trucks with litter, cleaned 22 miles of streets and rivers, and recycled more than 200 tires; and, 342 volunteers cleaned up 86 miles of roads in Fauquier County.

Fund Status Report

Mr. Mike Murphy (DEQ) reported that revenues for FY 2005 were in line with FY 2004 levels. In review of the funding spreadsheets, Mr. Murphy indicated that the FY 2005 loan that supported grants to localities had been recently repaid. He also reported that the budget transfer of \$349,776 from the educational grants allocation had been recently completed, but was not shown on the spreadsheets.

Discussion then moved to the possible roll-over of funds from the FY 2005 allocation. Based upon the Funding and Expenditure Report, approximately \$202,335 would be unexpended on June 30, 2005. Board agreed to discuss this issue later in the meeting under Old Business.

Old Business

- 1) Ms. Byrne provided an update on the Litter Premiums Project for which the Virginia Council for Litter Prevention and Recycling Coordinators received funding (\$100,000). The Council surveyed eligible localities on the type of premiums they wanted, narrowed the list down to five premium types, solicited orders from the localities for the premiums, and then contracted for the production and shipping of the materials to coordinators. The premiums were shipped to 122 localities using a sheltered workshop for consolidation of the different premiums. Premiums ordered were: litter bags (353,780), lanyards (41,146), pencils (119,444), small pocket notebooks (81,020), and air fresheners (48,495).
Samples were provided to those in attendance, and Ms. Hadfield requested that samples of each premium be sent to DEQ's Director Bob Burnley and to the Secretary of Natural Resources Tayloe Murphy.
- 2) Mr. Allan Lassiter (DEQ) provided an overview of the results of the Litter Training Seminar in March of 2004. The seminar was attended by 127 litter coordinators and VDOT Adopt-a-Highway coordinators. Total cost for the training was \$5,015. Evaluations from the seminar showed that the participants felt the training was worthwhile and should be repeated annually or some other scheduling. Recommended topics for the next seminar included litter law enforcement, working together, and success stories/models.
- 3) Mr. Lassiter reported on the results of the litter coordinator survey on the "Litter. It Just Isn't Natural" campaign, and also on the results of the campaign focus group evaluation. From this information, DEQ identified 10 campaign recommendations for consideration by the Board: modification of the target audience, modification of the role of the local litter coordinator, graphics

review/improvement, development of public display packages, development of presentation packages, development of a classroom specific presentation package, addition of adult-oriented premiums, an analysis of paid broadcast venues for the campaign video/audio components, increased local litter coordinator input, expanding campaign poster visibility through Keep America Beautiful or other venues if appropriate, and exploration of establishing a full-time position for expanded implementation of the campaign. Based upon the Board's December 1, 2004, allocation of \$150,000 for possible Phase III work on the campaign, Mr. Lassiter offered the following recommendations: establish a survey/focus group of litter coordinators to review campaign recommendations, hire a redesign and materials contractor for the campaign modifications adopted, hire a media contractor to manage video/audio promotions, and coordinate work with KAB on campaign poster use.

Board discussion of this information followed: intended and actual role of litter coordinator network, target audience options, campaign strategies, modification of message or incorporation of other litter messages into campaign (NSDA as an example), working with KAB on the poster, the possible ramifications of funding a state level litter coordinator position to guide the Phase III campaign activities, and alternative uses of the Phase III allocation in FY 2006. Ms. Hadfield stated that the litter coordinators clearly wanted a centralized position to manage the overall litter campaign, and to provide them with guidance. Discussion on this point stalled, and was tabled. The Board then discussed the alternative use of the Phase III allocation to augment FY 2006 non-competitive grants.

Mr. Hunnicutt questioned whether the existing campaign resources were adequate at this time. DEQ staff reported that there were few new requests for campaign materials from the coordinators, and that outside requests were being met from existing material inventories. Mr. Hunnicutt then introduced a motion to move all unexpended FY2004 funds into the non-competitive grant pool for distribution as FY 2006 non-competitive grants to localities along with FY 2005 revenue allocation for this purpose. After discussion, the motion was seconded by Ms. Byrne. Motion was approved by a majority vote of the Board.

- 4) Mr. Steve Coe (DEQ) presented an application from the Upper Tennessee River Roundtable, Inc., for a grant to expand the southwest Virginia Assign-a-Highway model statewide by hiring an AAH coordinator to produce a user's guide for other localities across the region and the Commonwealth to develop their own AAH programs, to develop a website that would be a resource for acquiring documents pertaining to the program, to travel and coordinate up to 21 regional meetings to introduce the AAH program, to expand the partnerships between counties that are implementing the AAH program and the Virginia VDOT Adopt-a-Highway program, and to be a point of contact for the AAH program on a regional/state level. The grant amount requested was \$40,000, an amount previously set aside by the Board for such a project.

The Board reviewed and discussed the project application information. Ms. Hadfield made a motion to accept the application, and to recommend funding in the amount of \$40,000. The motion was seconded by Mr. Hunnicutt. The motion was approved unanimously. The recommendation will be forwarded to the DEQ Director for review and approval.

New Business

- 1) Mr. Lassiter presented information on the results of an internal audit in 2004 by DEQ of the grant program procedures and information. Recommendations in the audit report were accepted and incorporated into the FY 2006 grant application package.
- 2) Mr. Coe reviewed the FY 2006 grant application package, highlighting the changes made in response to the audit recommendations.

Public Comment

Mr. Murphy reported that Mr. Gallagher's appointment to the Board expires June 30, 2005 [**Note:** it was later determined that Ms. Hadfield's appointment also expires on June 30, 2005]. The Secretary of the Commonwealth should be notified if the individual wishes to be reappointed, or if another individual will be nominated to succeed the appointee. Appointees serve until they resign or are replaced by the Governor.

Meeting Schedule

It was suggested that the next meeting of the Board be set for September 21, 2005. Room availability and location was to be confirmed. *[Meeting was later rescheduled to October 12, 2005 and will be held at the DEQ central office at 629 E. Main Street, Richmond, Virginia, beginning at 10:30 AM]*

Adjournment

Ms. Byrne moved, and Ms. Hadfield seconded, for adjournment of the meeting. MOTION CARRIED.

Submitted by: Steve Coe

Date: June 2, 2005